

ASPCA
424 E. 92nd St.
New York, NY 10128-6804

Date : 10/12/2023

CONTACT: Logan Madden

PUBLIC SERVICE ANNOUNCEMENT

908-907-0370

Start date: 10/12/2023

Stop date: 10/19/2023

Run time: 00:60

PETS ARE PEOPLE, TOO

SFX: (Instrumental of Mad
World by Gary Jules and
Michael Andrews plays
throughout)

SFX: (Dog Bark)

YOUNG, MALE NARRATOR: A
big, happy family. No
family is complete without
a doggy.

YOUNG, MALE NARRATOR: I
love my doggy.

ELDERLY, FEMALE NARRATOR:
It's a shame I can't keep
more of them. They are the

SFX: (Cat Meow)

Light of my life. They bring me joy like no other.

SFX: (Sad mixture of animal noises)

OLDER, MALE NARRATOR: You can't deny your soft spot for pets. But sadly, not all animals get to cuddle up next to a cozy fire or eat fresh food every morning. These animals need you.

OLDER MALE NARRATOR: Don't be a bystander any longer. THE A-S-P-C-A begs you to donate, adopt or volunteer your time to give these animals the relief they need. For more information, visit A-S-P-C-A-dot-org, or call 8-0-0-6-2-8-0-0-2-8.

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Do you like animals? If you said yes to that question, it's time to take action. Thousands of animals are fighting for their lives everyday due to abuse, hunger, and poor shelter. It's hard to picture such friendly animals in unwelcome environments - don't just repress that image. Instead, it is time to reverse it. The A-S-P-C-A needs your help. Donating money, adopting an animal, or even volunteering your time to help can make a huge difference to a scared, lonely animal. Every minute you spend without taking action is a minute of pain and suffering for an innocent animal. If this cause speaks to you, you can

visit A-S-P-C-A-dot-org or call 8-0-0-6-2-8-0-0-2-8

for more information.

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PETS ARE PEOPLE, TOO

<p>00:01 - 00:15 Open with MS of a small boy holding his dog and showing him affection</p>	<p>SFX: (Instrumental of Mad World by Gary Jules and Michael Andrews plays throughout)</p> <p>YOUNG MALE: A big, happy family. No family is complete without a doggy.</p> <p>SFX: (Dog Bark)</p>
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00:16 - 00:30

Cut to LS of an elderly lady sitting in a rocking chair with cats running around her being playful.

00:31 - 00:45

Wipe to the CS of man walking and talking to the screen. He is in an animal shelter, and animals can be briefly seen in the background.

00:46-00:60

Fade to LS of the same man in the same shelter. The

YOUNG MALE: I love my doggy.

ELDERLY FEMALE: It's a shame I can't keep more of them. They are the Light of my life. They bring me joy like no other.

SFX: (Cats Meowing)

OLDER MALE: You can't deny your soft spot for pets. But sadly, not all animals get to cuddle up next to a cozy fire or eat fresh food every morning. These animals need you.

SFX: (Sad mixture of animal noises)

OLDER MALE: Don't be a bystander any longer. THE A-S-P-C-A begs you to donate, adopt or volunteer your time to give these

animals begin to walk up to him and surround him, giving him love. There are dozens of animals surrounding him in the final shot.

animals the relief they need. For more information, visit A-S-P-C-A-dot-org, or call 8-0-0-6-2-8-0-0-2-8.
#

00:01-00:04



V/O: Animals need your help

00:05-00:10



Music: Sad, mellow instrumental plays

00:11-00:22



V/O: Almost 4 million dogs are abandoned or given to shelter each year. 70 million cats in the United States are homeless.

00:23-00:27



Music: Sad, mellow instrumental plays

00:28-00:37



V/O: The A-S-P-C-A needs your help. There is so much need for animal care.

00:38-00:42



V/O: The choice is yours.

00:43-00:60



V/O: We know you love your pets. Other pets need love. They need your comfort. They need a home. To donate, adopt, or schedule time to volunteer, visit A-S-P-C-A-dot-org. To speak with someone, call 8-0-0-6-2-8-0-0-2-8.

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